

					Diff
		IND	PM	PM Shr	Vs. Current
APPROACH 1					
	FY 98	449.3	223.3	49.70%	
	YTD Through 9/98	348.9	173.0		
	4Q (Current)	100.4	50.3	50.08%	
<i>Assumption</i>	Consumption	0.8	0.8		
	4Q (Revised)	101.2	51.1	50.48%	0.39%
	FY 98 (Revised)	450.1	224.1	49.79%	0.09%
					Diff
		IND	PM	PM Shr	Vs. Current
APPROACH 2					
	4Q (Current)	100.4	50.3	50.08%	
<i>Assumption</i>	4Q Incremental Shr				0.37%
	4Q Revised	101.1	51.0	50.45%	0.37%
	Incremental Volume	0.8	0.8		
	FY 98 (Revised)	450.1	224.1	49.78%	0.08%

~~Mark/Basic Incremental~~ = 0.8
~~* Cannibalization Other PM~~ = 0.1

Net PM 0.7

~~* Based on balance of pm accounting for 10 of 60
 Share points to source from 16.67% * 0.8 = 1.3 million~~

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Incremental Shr

	<u># weeks</u>	<u>Increm Shr</u>	<u>Qtrly Impact</u>
	2	1.25	0.19%
	5	0.47	0.18%
			0.37%

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